

Ideation Phase

Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID49941
Project Name	Toycraft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am	I'm trying to	But	Because	Which makes me feel
I am A regional sales manager in the toy company	I'm trying to Compare performance across different sales regions	But I don't have region-wise sales data available in an understandable format	Because Data is stored in spreadsheets without proper summaries or visuals	Which makes me feel Frustrated and blind to what's working or not in different areas
I am A product development manager	I'm trying to Identify which toy types are successful in which age groups	But I don't see age-wise product interest clearly	Because The current data isn't filtered by both category and customer demographics	Which makes me feel Uncertain about what features or themes to prioritize in new designs
I am An inventory manager at the toy company	I'm trying to Forecast stock levels based on sales patterns	But I can't see when or where certain toys are in higher demand	Because Seasonal and regional sales trends are not visualized properly	Which makes me feel Stressed due to overstock or missed demand opportunities

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
I am A toy company decision-maker	I'm trying to Understand product performance and customer trends	But I don't have visual access to clean, structured data	Because The current data is messy, unfiltered, and hard to analyze	Which makes me feel Confused and unsure about business decisions
I am A marketing manager at the toy company	I'm trying to Target the right customer groups with better promotions	But I lack insights into age-wise and region-wise toy preferences	Because The current reports don't break down customers by segment or region	Which makes me feel Uncertain about where to invest marketing resources

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	A toy company decision-maker	Understand product performance and customer trends	I don't have visual access to clean, structured data	The current data is messy, unfiltered, and hard to analyze	Confused and unsure about business decisions
PS-2	An inventory manager at the toy company	Forecast stock levels based on sales patterns	I can't see when or where certain toys are in higher demand	Seasonal and regional sales trends are not visualized properly	Stressed due to overstock or missed demand opportunities
PS-3	A marketing manager at the toy company	Target the right customer groups with better promotions	I lack insights into age-wise toy preferences	The current reports don't break down customers by segment or region	Uncertain about where to invest marketing resources
PS-4	A regional sales manager in the toy company	Compare performance across different sales regions	I don't have region-wise sales data available in an understandable format	Data is stored in spreadsheets without proper summaries or visuals	Frustrated and blind to what's working or not in different areas
PS-5	A product development	Identify which toy types are successful in which age groups	I don't see age-wise product interest clearly	The current data isn't filtered by both category demographics	Uncertain about what features or themes to prioritize in new designs

2.2 EMpathy map

